



## **Swinomish Proposal Review**

**Tiffany Waters** to: rebecca.ponzio, Chris Townsend, Daniel Steinborn, Joe Ryan, John Meyer, Lisa Chang

05/03/2011 10:55 AM

History: This message has been replied to.

[attachment "Swinomish - Tribal Journey Grant.doc" deleted by Lisa Chang/R10/USEPA/US]

[attachment "Swinomish - Public Info Grant.doc" deleted by Lisa Chang/R10/USEPA/US]

Dear EPA/PSP Review Team:

Please find enclosed the very last tribal proposal for your review, Swinomish. Please note that they have chosen to divide their workplan into two separate documents. I have not attached the review calendar for this proposal as I am hoping that you will be able to review this proposal as quickly as you are able.

Thank you to everyone for your invaluable comments on these proposals. You all have been so great and responsive in this process and we, at the Commission, would like to thank you all for the amount of time, attention, and care that you have put into your reviews.

Many many thanks (hayu masi),

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## Northwest Indian Fisheries Commission Grant Program

### FY 2010 Noncompetitive Tribal Projects for Restoration and Protection of Puget Sound

#### Swinomish Indian Tribal Community Non-Point Pollution Public Information and Education Initiative

Program Contact:	Charles O'Hara ( <a href="mailto:cohara@swinomish.nsn.us">cohara@swinomish.nsn.us</a> ) Director / Swinomish Planning Office 11430 Moorage Way La Conner, WA 98257 <i>(in 8. e Charlie is listed as project manager)</i>
Phone Number:	360-466-7203; Fax 360-466-1615
Grant Name:	NWIFC FY 2010 Noncompetitive Tribal Projects for Restoration and Protection of Puget Sound
Project Period:	May 1, 2011 – September 30, 2015
Project Officer Name and Address:	Tiffany J. Waters Northwest Indian Fisheries Commission 6730 Martin Way East Olympia, WA 98516
Phone Number:	360-528-4318

1. **Project Title:** Non-Point Pollution Public Information and Education Initiative
2. **Workplan Abstract:** Implementation of current state and local regulations, and the regulations themselves, have been shown to be inadequate to protect water quality and fish habitat. This project proposes a public education effort that will be directed at decision makers and stakeholders to improve the standards and implementation of best management practices, and to increase the level of regulatory certainty that instream resources will be protected, consistent with the Skagit Chinook Recovery Plan.
3. **Tribe:** Swinomish Indian Tribal Community
4. **Project Location:** Efforts will be directed at both the Skagit Watershed and throughout Puget Sound.
5. **Eligible Activities to be Addressed:**
  - a. Skagit Chinook Recovery Plan
  - b. Priority C: Reduce the sources of water pollution
  - c. Activity D.5, directed to improve compliance with rules and regulations in increase the likelihood of achieving ecosystem outcomes
  - d. Activity E.4 directed to increase efforts for communication, outreach and education to increase public awareness

- e. Activity E.3 continually improve the scientific basis for management actions in Puget Sound through a comprehensive and prioritized regional science program
- f. Activity E.4 Increase and sustain coordinated efforts for communication, outreach, and education to increase public awareness and encourage individual stewardship

**6. Proposed Starting and Ending Dates:** July 1, 2011-September 30, 2015

**Project Coordinator:** Larry Wasserman, Swinomish Indian Tribal Community Planning Department, 11430 Moorage Way, LaConner, Wa 360-466-4047 (fax), 360-466-7250 (office), [lwasserman@skagitcoop.org](mailto:lwasserman@skagitcoop.org) and

**7. Project Development:**

Need for Project: Completion of the proposed project is a priority to the Swinomish Tribe. Numerous studies conducted within the Skagit watershed have demonstrated that non-point pollution and the lack of riparian vegetation have significant negative impacts on fisheries resources. Two TMDL studies have been conducted by the Department of Ecology (DOE) for the Skagit River and its lower tributaries. The studies explain that many streams are currently on the Clean Water Act 303(d) list as result of high temperatures, low oxygen, and fecal coliform, which in turn is the result in large measure of inadequate riparian buffers and unrestricted cattle access. TMDL's, when developed, have either not been implemented or are not adequate to alleviate the source of pollutants.

The Skagit Chinook Recovery Plan has made the development of a regulatory framework, based on Best Available Science, a priority, as can be found in Recommendation 20. Recommendation 21 calls for the identification and implementation of measures necessary to meet water quality standards, and calls for local and state regulations to ensure their implementation. Recommendation 24 calls for the elimination of the agricultural exemption in the Shorelines Management Act. Recommendation 28 identifies the need to ensure the adequacy of water quality violation investigations and follow up, and review of the adequacy of BMP's as implemented. Unfortunately, since the Chinook Recovery Plan was adopted by NOAA, there has been little change in the regulatory structure or the degree of implementation of these measures.

There has also been little local support for adoption or enforcement of regulations to meet water quality standards. Unless stakeholders and decision makers are made aware of the sources of pollution, the adequacy of currently regulations, and the need for additional enforcement, it is unlikely that water quality will improve or that fisheries resources will be protected. This project is necessary to garner support for additional mechanisms to protect and restore water quality and fisheries resources within the Skagit Watershed.

a. Project Tasks, Outputs, and Outcomes.

Project Task: Year One will entail the development of a multi-year strategic workplan that will include developing public outreach and education strategies to inform stakeholders and decision makers of the concerns identified in 7. above. A consultant with survey and marketing skills will be hired via public announcements and a request for proposals.

Actions in years two through six will entail the implementation of the public information and outreach strategy.

This first year's task is severable from planned out year tasks in that, with the development of a strategic plan, if funding from this DOE source is not available, the Tribe can attempt to secure funding from other sources to implement the plan.

Project Outputs - Year 1

1. Development of a multi-year project strategic work plan. Work plan will include development of target audiences, messengers, tactics and media strategy, and development of parameters for evaluating the success of this effort.
2. Seek local or regional partners to assist in outreach strategy.

Project Outcomes - Year 1

The outcome of year one will be an increased capacity for the Swinomish Tribe to undertake an information and education initiative educate local and regional stakeholders on the need for enhanced regulatory mechanisms to address non-point pollution effecting Tribal resources.

Outputs - Years 2 through 6

1. Implementation of recommended actions developed in the Strategic Work Plan, possibly including:
2. Distribution of written educational materials and use of other media describing regulatory deficiencies and recommended measures needed to adequately protect water quality and salmon habitat
3. Educational meetings with local and regional stakeholders and decision makers
4. Public meetings to develop support for changes in regulatory and enforcement measures

Outcomes - Years 2 through 6

Increased public awareness of regulatory and enforcement deficiencies.  
Increased support for changes and results recommended in the Strategic Plan.

Project Timeline - Year 1:

Activity	July	August	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Select Consultant												
Information exchange with consultant on regulatory deficiencies												
Development of Strategic Plan												
Written plan developed												

- b. Project Management: The project management will be overseen by Charles O'Hara, Swinomish Planning Director. Through regular meetings with key staff and project consultants the project's timelines, deliverables, and reports will be evaluated to insure that project goals are met. Funding for project management will be from internal Tribal funds.

## 8. Budget- Total Budget for Year One:

Indirect cost rate: 34.24%

### Detail Budget

#### Objective 1: Year 1 and Year 2-6

9a. Work plan Costs	Costs Year One	Annual Costs Years 2 - 6
Salaries		
Fringe Benefits		
Travel		\$5,000
Supplies		\$2,000
Communications/Utilities		
Equipment/Vehicle Rental		
Equipment/Vehicle O&M		
Sub-Contracts		
Capitalized Equipment		
Professional Services	\$106,000	\$40,000
Other		
<b>Total of Direct Costs</b>		\$31,000
Indirect Costs		\$9,892
<b>Sub Total</b>	<b>\$106, 000</b>	<b>\$111,892</b>
<b>Grand Total (All 6 Years)</b>		<b>\$665,755</b>

#### a. Objective 1: Budget Narrative(Year One)

Professional Services: Contracting consulting firm to develop public outreach strategy

An RFP not to exceed \$106,000 will be advertised to produce the following deliverables.

- Message development
- Campaign strategy, tools and workplan
- Identification of target audiences
- Identification of messengers
- Outreach strategies
- Media strategy
- Timeline
- Budget
- Measures of project effectiveness

Cost breakdowns for each item will be developed based on RFP's received. Based on discussions with individuals experienced in the development of public information and outreach strategies, this budget should provide adequate resources to develop a long term, implementable strategy.